

Press Release

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Contact: DHS Press Office, (202) 282-8010

**U.S. DEPARTMENT OF HOMELAND SECURITY SPONSORS FOURTH
ANNUAL NATIONAL PREPAREDNESS MONTH**
*September 2007 Effort Addresses Emergency Preparedness for Families,
Businesses and Communities*

WASHINGTON – The U.S. Department of Homeland Security will sponsor the fourth annual National Preparedness Month this September and encourage Americans to prepare for emergencies in their homes, businesses and communities. This year's effort has a growing coalition of more than 625 national, regional, state, and local organizations pledging support.

“It is vital that Americans take steps to prepare for emergencies at home, work or school,” said Homeland Security Secretary Michael Chertoff. “Personal preparedness is paramount to effectively reacting to the effects of a disaster. By preparing yourself, your family, and your businesses, you allow first responders to prioritize efforts and aid.”

For the first time, the month will focus on different areas of emergency preparedness.

- September 1-8; Back-to-School (*Ready Kids*)
- September 9-15; Business preparedness (*Ready Business*)
- September 16-22; Multicultural preparedness (*Listo*)
- September 23-30; Home and family preparedness, including pets, older Americans and individuals with disabilities and special needs (*Ready America*)

Homeland Security Committee members, Sens. Joe Lieberman and Susan Collins, and Reps. Bennie Thompson and Peter King, have agreed to serve as honorary Congressional co-chairs of National Preparedness Month 2007 and lead the effort to increase public awareness on the importance of emergency preparedness on Capitol Hill.

The *Ready* campaign and the department's Citizen Corps program work closely together to promote activities across the nation that will encourage individuals to have an emergency supply kit, make a family emergency plan, and be informed about the different threats that may affect them, as well as take steps to get trained and engaged in community preparedness and response efforts.

National Preparedness Month coalition members have agreed to distribute emergency preparedness information and sponsor activities across the country that will promote emergency preparedness. Membership is open to all public and private sector

organizations. Groups can register to become National Preparedness Month coalition members by visiting www.ready.gov and clicking on the National Preparedness Month banner.

The U.S. Department of Homeland Security promotes individual emergency preparedness through the Ready campaign and Citizen Corps. Ready is a national public service advertising campaign produced by The Advertising Council in partnership with the Department of Homeland Security. The Ready campaign is designed to educate and empower Americans to prepare for and respond to emergencies, including natural disasters and potential terrorist attacks. Individuals interested in more information about family and business preparedness can visit www.ready.gov or call 1-800-BE-READY to receive free materials.

Citizen Corps brings together community, emergency and government leaders to involve community members in emergency preparedness, planning, mitigation, response, and recovery. Through Citizen Corps and its program partners and affiliates, individuals can find training and volunteer opportunities to support first responders in an emergency.

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